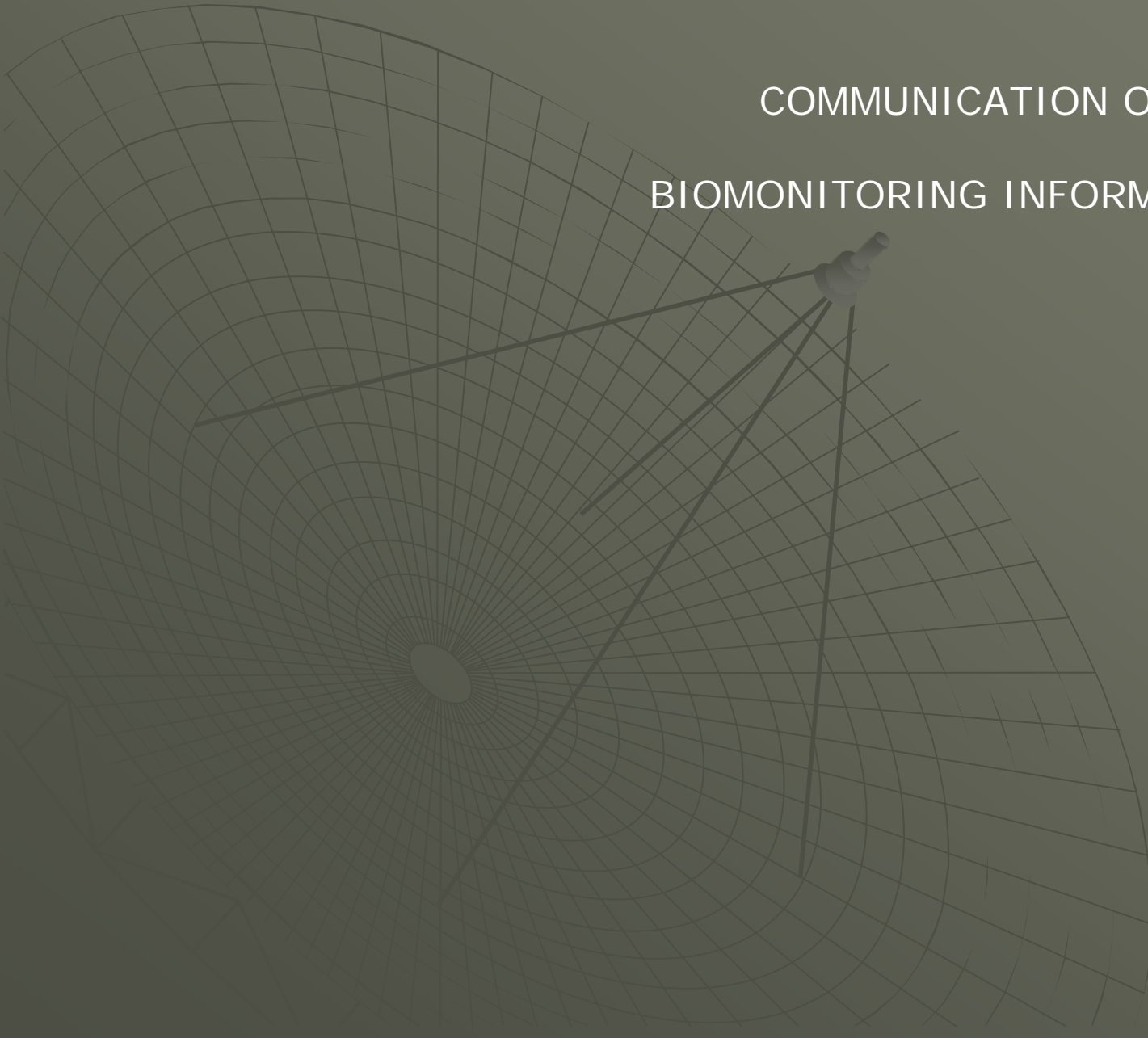



COMMUNICATION OF BIOMONITORING INFORMATION





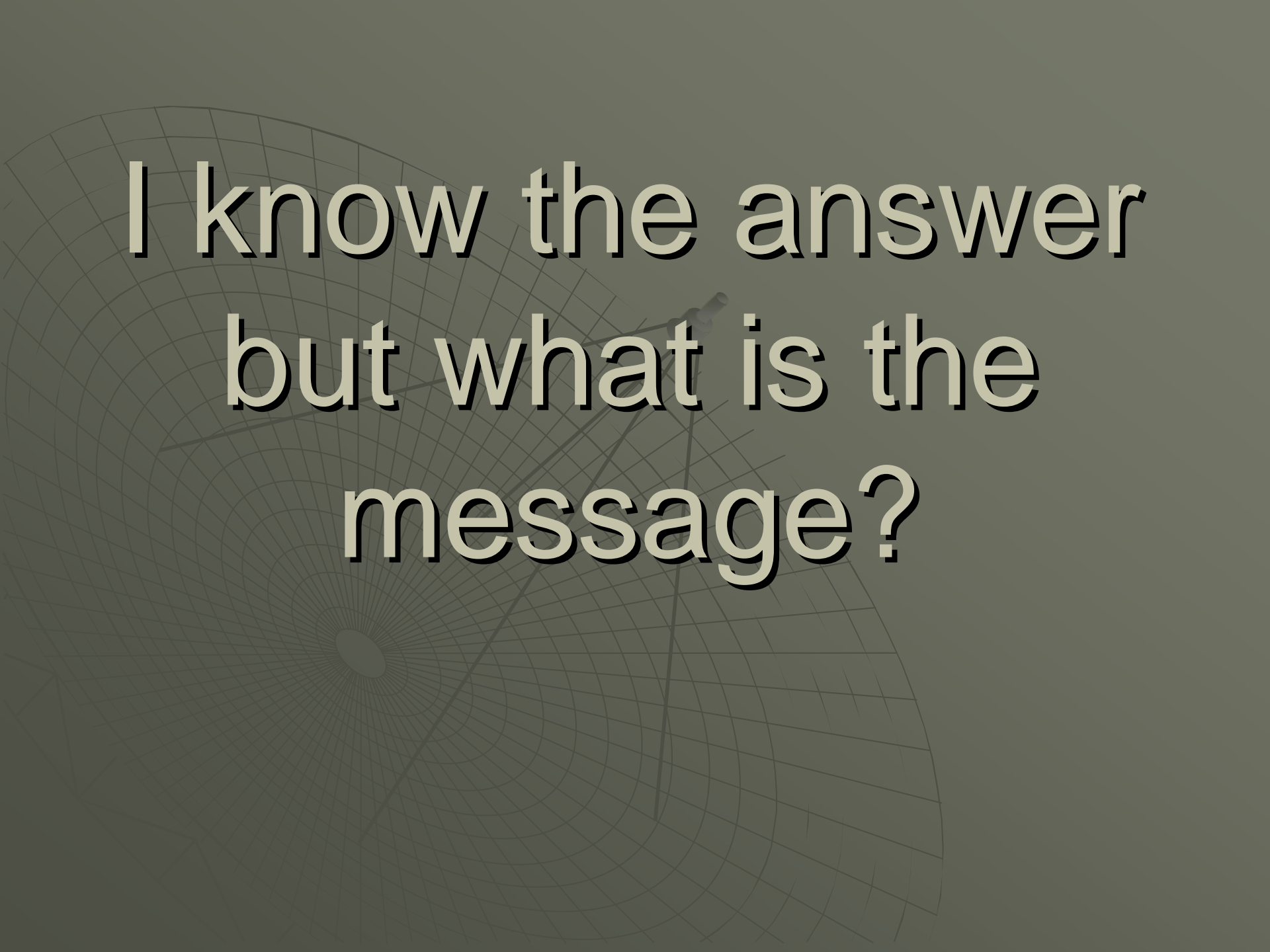
An interview is an
opportunity to
deliver your
message.



Ultimately
government needs
the media.



Critical reporting in
the U.S. grew out
of culture and
commerce.



I know the answer
but what is the
message?

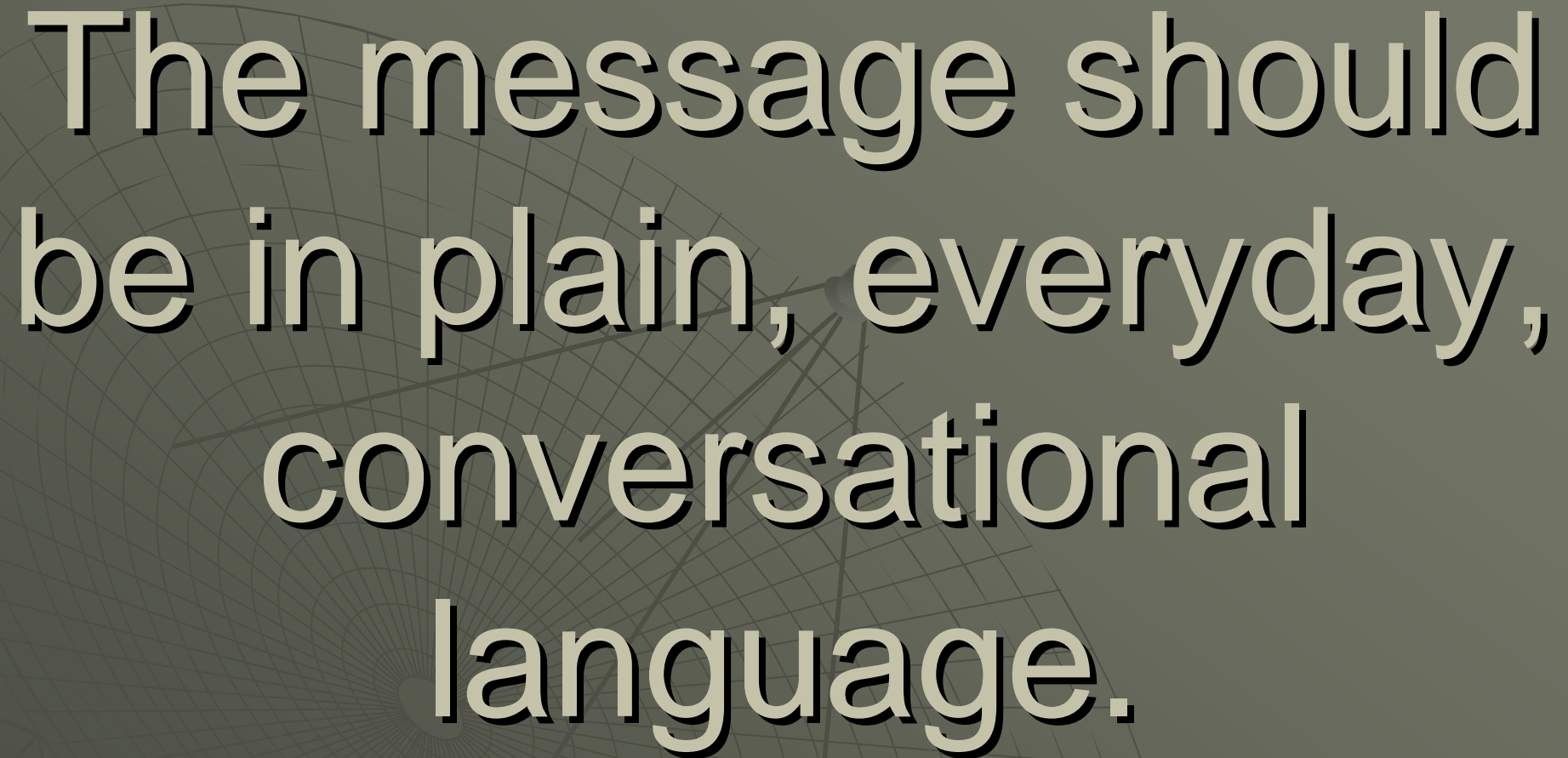


The audience
determines the
message.

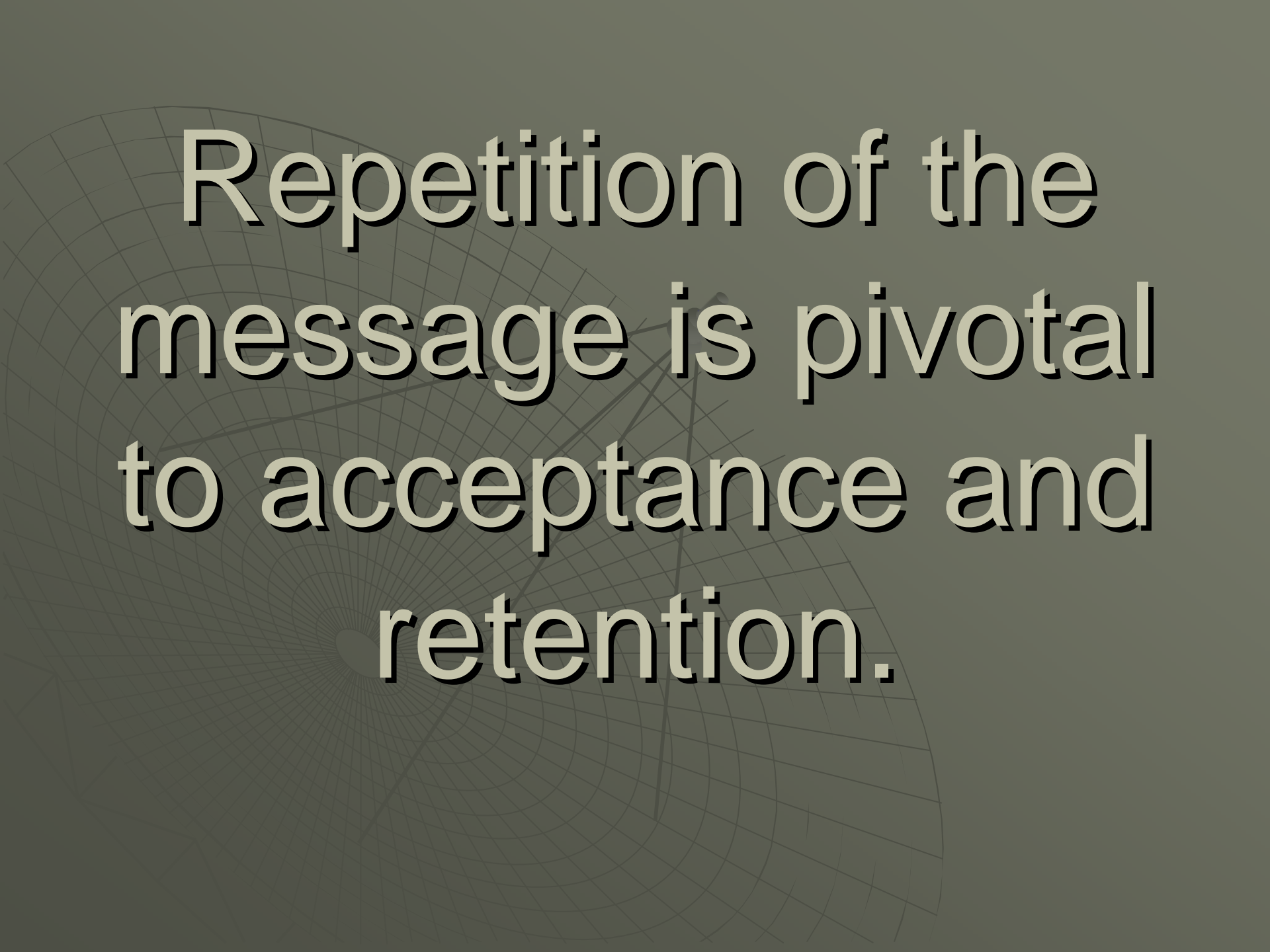
A message:

- ◆ is affirmative
- ◆ is always truthful
- ◆ is always accurate
- ◆ is easily understood
- ◆ explains a fact


The message is the idea or image you want your audience to take away from your communication.



The message should
be in plain, everyday,
conversational
language.



Repetition of the
message is pivotal
to acceptance and
retention.



An interview is an
opportunity to
deliver your
message.